



DARIYA DZIUBA

## NEWSLETTER #5



## BUSINESS SUCCESS STORY

07/08/2009

### SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

#### Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have

P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: [info@enrucafe.com](mailto:info@enrucafe.com)

**BUSINESS SUCCESS STORY**

**“A business has to be involving, it has to be fun,  
and it has to exercise your creative instincts.”  
Richard Branson**

In our previous newsletter we started discussion of business success stories. Here we are going to continue and discuss in this newsletter Google's success story. In addition, we will touch the Conditional sentences of the third type, how to sell through e-mails and some expressions on how to agree or disagree.

As usually, I hope it will help you practice your English language skills. Enjoy working on this newsletter. You will receive the next one in two weeks.

Good luck!

Dariya Dziuba

**GRAMMAR: Type III Conditional Sentences**

We are back to the conditionals again. Why? Because previous time we just discussed zero, first and second type conditional sentences. Here we are going to speak about the type III conditionals which help you speak about your regrets.

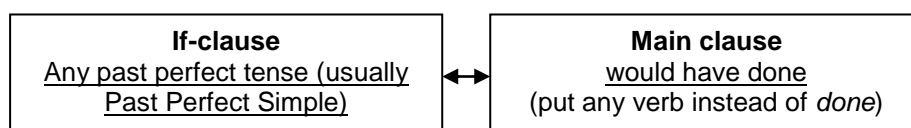
**Conditionals: type III.**

The third conditionals are called unreal past conditionals. Use them when you (or somebody) speak (speaks) about your (smb.'s) regrets or our thoughts about the past you could not change. We usually think about some situation that we wanted to happen in the past but which didn't happen because of a certain situation. Of course, this type of conditionals is not just about regrets. It is also about some positive effects of some past events that could not be changed. For example:

- If you had called her yesterday, she would have borrowed you money. (but: you didn't call her yesterday and she didn't borrow you money)
- If they had talked to him, they wouldn't have lost their jobs. (but: they didn't talk to him and they lost their jobs)
- If I had taken credit a year ago, we would have had our own house now. (but: I didn't take credit a year ago and we don't have our own house)
- If we had known about the deal, we wouldn't have taken that trip. (but: I we didn't know about the deal and we took the trip)

**It's important!** From these examples you could notice that sentences of type III usually express what happened in the past because of a certain reason and we could not change it. We can't change the past, right? But we can regret about it, we can discuss it and think about the alternatives that we could have done in the past to make it better.

**Structure of the third conditionals.**



Some more examples:

- If he hadn't stolen his shareholders' money, he wouldn't have gone to the jail. (but: he stole the money and went to the jail)
- I wouldn't have phoned you if it hadn't been very important. (but: I phoned you, so it was important!)

**Exercise. Put the verbs in the correct form.\***

1. If they \_\_\_\_\_ (not, organize) a direct-mail campaign last month, they \_\_\_\_\_ (have) problems with cash.

2. We \_\_\_\_\_ (have) less customers if we \_\_\_\_\_ (not, set up) our company last year.
3. If she \_\_\_\_\_ (print out) the materials, the presentation \_\_\_\_\_ (go) much more smoothly.
4. If you \_\_\_\_\_ (not, talk) so much on the phone, you \_\_\_\_\_ (not, have) so many problems with your work.
5. If I \_\_\_\_\_ (not, buy) a new computer, I \_\_\_\_\_ (lose) all my data.
6. If they \_\_\_\_\_ (not, offer) us a good deal, we \_\_\_\_\_ (not, buy) that equipment.
7. She \_\_\_\_\_ (not, lose) in the city if she \_\_\_\_\_ (listen) to the instructions attentively.
8. They \_\_\_\_\_ (not, lobby) a new law if they \_\_\_\_\_ (not, have) troubles with the sales level.
9. He \_\_\_\_\_ (not, advertise) in that newspaper if he \_\_\_\_\_ (not, have) great results last year.
10. The story \_\_\_\_\_ (not, be) so successful if it \_\_\_\_\_ (not, be written) by Stephen King.
11. He \_\_\_\_\_ (lose) his client if he \_\_\_\_\_ (forget) about the business lunch.
12. If she \_\_\_\_\_ (not, complete) the tasks in time, she \_\_\_\_\_ (not, pass) the probation term.
13. They \_\_\_\_\_ (set) higher price if it \_\_\_\_\_ (not, be) crisis.
14. If we \_\_\_\_\_ (not, move) to another office, we \_\_\_\_\_ (pay) much more money then.
15. They \_\_\_\_\_ (take) part at the conference if their competitors \_\_\_\_\_ (not, participate) part in it.

### HINTS ON E-MAIL WRITING: How to sell via e-mail

When you order something via e-mail, follow these recommendations:

- **Write the person's name**, surname whatever is preferable at the beginning of your e-mail (use it if you know it; if you do not know any name, "Hello" will be enough in this case). For example: "Dear Mr. Easterbrook", "Hello Roman", "Dear Ms. Ivanova", etc. Remember to present yourself.
- **Start with your best deal at once.** Tell about the best points of your offer and don't put aside the most interesting proposals to the end of the letter. The reason for this is that no one will ever read any letter till the end if they do not get interested in it right away.
- **Tell about the benefits mainly.** Write in a more detail about your offer, your company, maybe, if it is necessary for you to close the sale.
- **Close the letter.** Thank for something and say good-bye.
- **And remember:** some of the expressions, discussed in Newsletter #2, can be also useful here.

Consider the e-mail example below:

**To:**  
**From:**  
**Subject:** Order: HP LJ1600 Printers

Dear Mr. Brown,

GroveSite is a web-based collaboration tool that helps any dispersed group of people work together. Using GroveSite, you can set up a 'private, members-only website' for any type of project team, seminar or other educational group, association, task force or planning group, and so forth. It's VERY easy-to-use, so members of the team (as you allow) can add information, files, images, links to the site and participate in discussion forums. No webmaster needed!

Many of our clients use GroveSite for program or project management. It supports general project announcements and information, task management, file sharing, discussion forums and project team directories. The site becomes a centralized location of up-to-date information on the program/project, that all team members can access from anywhere, 24/7.

Please call if I can answer questions for you - 602-952-9880. Thanks so much for your time and interest.

Best regards,  
Gregory D. White  
Director of Business Development  
GroveSite  
3104 E. Camelback Road #559  
Phoenix, AZ 85016  
866.952.9880  
[www.grovesite.com](http://www.grovesite.com)

**Notes:** Pay attention at the letter structure:

- It has **greeting** (Dear Mr. Samuels)
- **Introduction** (starts with what you offer)
- **Body** (selling some product/service)
- **Ending** (you thank for something, repeat again the topic of the letter and say good-bye)

The e-mail example has been taken from:

<http://grovesite.com/page.asp?o=grovedemos&s=sales&p=43112>

### **USEFUL EXPRESSIONS: How to agree and disagree**

If you want to be polite in any situation, here are some expressions to be used when you agree or disagree with someone.

#### **How to agree:**

- I agree with you 100 percent.
- I couldn't agree with you more.
- That's so true.
- That's for sure.
- You're absolutely right.
- Absolutely.
- That's exactly how I feel.
- Exactly.
- I'm afraid I agree with James.
- I have to side with Dad on this one.
- No doubt about it.
- **(agree with negative statement)** Me neither.
- **(weak)** I suppose so./I guess so.
- You have a point there.
- I was just going to say that.

#### **How to disagree:**

- I don't think so.
- **(strong)** No way.
- I'm afraid I disagree.
- **(strong)** I totally disagree.
- I beg to differ.

- **(strong)** I'd say the exact opposite.
- Not necessarily.
- That's not always true.
- That's not always the case.
- No, I'm not so sure about that.

The information has been taken from: <http://www.englishclub.com/speaking/agreeing-disagreeing-expressions.htm>

## **TEXT TO READ AND THINK ABOUT**

### **The Success Story of Google**

#### **How it all started**

Remember the quote in the beginning of this newsletter "A business has to be involving, it has to be fun, and it has to exercise your creative instincts"? It should be the one about Google, which is a very innovative, creative and fun company. Google is known worldwide or if it is not, it should be known since hundreds of thousands people are using its services. If you want to learn about something, you ask Google. If you want to see something funny, you go to YouTube.com. If you want to stay in touch, you visit your Gmail.com mailbox. Today Google is everywhere. And here is how it all began.

The Google's story started in 1996-97 in Stanford University when both of its founders, Larry Page and Sergey Brin, were students there. They developed a great search engine which provided highly relevant search results. And this is no surprising as Google's mission is to organize the world's information and make it universally accessible and useful. When no company had bought that engine from the guys, they decided to find some investors and develop their business themselves. Miracle happened and they received the startup venture capital of \$100,000 in 1998 from Andy Bechtolsheim. Then, in 1999, they received more \$25 Million in venture capital. However, they still did not know where to make money from a free search engine. They lost money every day without earning a cent.

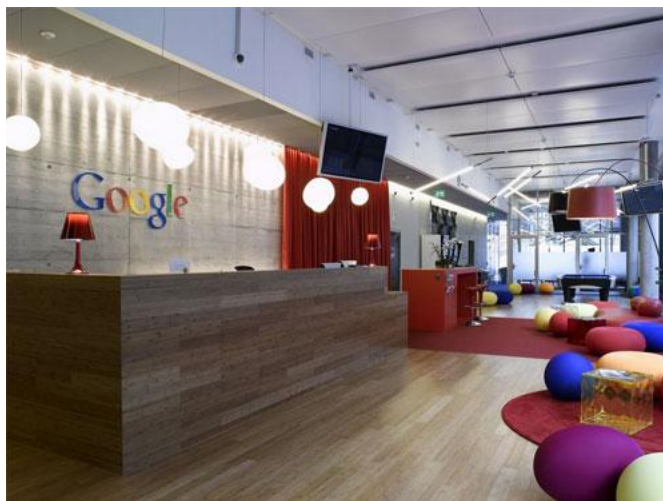
#### **Making Money**

However, they found their way out. They started their advertising programs AdWords and AdSense, which brought them then millions of dollars. Nowadays it is one of the top three most visited websites. Over four thousand million searches are conducted every month on it. It has localized websites for over 150 countries. There are over 117 language options to view your Google page in.

Today Google offers a variety of free resources. The most famous of them are: search, Google maps, Google Docs and others. You must also be familiar with YouTube.com, Blogger.com, Gmail.com, Picasa.com and other free services offered by Google. They have also started scanning of library books to make data more accessible.

It was the number one employer according to Fortune magazine in 2007-2008. And it is still the best place to work for. You would surely like to be at such a company (see some pictures below).

*Reception*



*Rest room**One of the offices*

### Steps to Success

While Googlers may relish their shot at impossible wealth, they appear driven more by the quest for impossible perfection. They want to build something that searches every bit of information on the Web. More important, they want to **deliver exactly what the user is looking for, every time**. They know that this won't ever happen, and yet they keep at it. They also pursue a seemingly gratuitous quest for speed: Four years ago, the average search took approximately 3 seconds. Now it's down to about 0.2 seconds. And since 0.2 is more than zero, it's not quite fast enough.

Google understands that its two most important assets are **the attention and trust of its users**. If it takes too long to deliver results or an additional word of text on the home page is too distracting, Google risks losing people's attention. If the search results are lousy, or if they are compromised by advertising, it risks losing people's trust. Attention and trust are sacrosanct.

Like its search engine, **Google is a company overbuilt to be stronger than it has to be. Its extravagance of talent allows it crucial flexibility** -- the ability to experiment, to try many things at once. "Flexibility is expensive," says Craig Silverstein, the Google's first employee. "But we think that flexibility gives you a better product. Are we right? I think we're right. More important, that's the sort of company I want to work for."

**One big factor is the company's willingness to fail.** Google engineers are free to experiment with new features and new services and free to do so in public. The company frequently posts early versions of new features on the site and waits for its users to react. "We can't predict exactly what will happen," says senior engineer Nelson Minar.

But what is most striking about Google is its internal consistency. It is a beautifully considered machine, each piece seemingly true to all the rest. The appearance of advertising on a page, for example, follows the same rules that dictate search results or even new-product innovation. Those **rules are simple, governed by supply, demand, and democracy** -- which is more or less the logic of the Internet too.

Please pay attention: This article has been adapted from several resources. You can find the original article by these links:

- **Part 1** – <http://ezinearticles.com/?The-Amazing-Success-Story-of-Google---Part-1&id=1473080>
- **Part 2** - [http://www.a1articles.com/article\\_632489\\_81.html](http://www.a1articles.com/article_632489_81.html)
- **“How Google Grows...and Grows...and Grows” by Keith H. Hammonds:**  
<http://www.fastcompany.com/magazine/69/google.html>

### VOCABULARY TO THE TEXT

1. **relevant** (adjective) – being connected with something: a relevant remark.
2. **search engine** (noun) – a special program that helps you find necessary information on the Internet
3. **startup venture capital** (noun) – money necessary for setting up a company
4. **localized website** (noun) – a website adapted to a certain country, culture or group of people
5. **relish** (verb) - to take pleasure in
6. **quest** (noun) – a search of something
7. **pursue** (verb) – to search for something
8. **gratuitous** (adjective) - given, done, or obtained without charge or payment
9. **asset** (noun) – items any company possesses and can turn into cash
10. **distract** (verb) - to draw away or divert (mind, attention)
11. **lousy** (adjective) - miserable
12. **sacrosanct** (adjective) - extremely sacred
13. **predict** (verb) – to foretell, guess, tell in advance
14. **consistency** (noun) - agreement, harmony, or compatibility, esp. correspondence or uniformity among the parts of a complex thing

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### \*Answers to the exercises.

#### Exercise.

1. hadn't organized; would have had; 2. would have had; hadn't set up; 3. had printed out; would have gone; 4. hadn't talked; wouldn't have had; 5. hadn't bought; would have lost; 6. hadn't offered; wouldn't have bought; 7. wouldn't have lost; had listened; 8. wouldn't have lobbied; hadn't had; 9. wouldn't have advertised; hadn't had; 10. wouldn't have been; hadn't been written; 11. would have lost; had forgotten; 12. hadn't completed; wouldn't have passed; 13. would have set; hadn't been; 14. hadn't moved; would have paid; 15. would have taken; hadn't participated.

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